

ORGANIZATIONAL SUPPORT PROGRAM

AJA Project
Athenaeum Music & Arts Library
California Ballet Association, Inc.
Camarada, Inc.
Center for World Music
City Ballet
Classics for Kids
Cygnnet Theatre Company
Diversionary Theatre Productions Inc.
Eveoke Dance Theatre
Gaslamp Quarter Historical Foundation
Japanese Friendship Garden Society of San Diego
Jean Isaacs San Diego Dance Theater
La Jolla Historical Society
La Jolla Music Society
La Jolla Playhouse
La Jolla Symphony & Chorus Association
Mainly Mozart
Malashock Dance
Maritime Museum Association of San Diego
Media Arts Center San Diego
Mingei International Museum
Mo'olelo Performing Arts Company
Museum of Contemporary Art San Diego
Museum of Photographic Arts
Old Globe Theatre
Orchestra Nova San Diego
Patricia Rincon Dance Collective
Persian Cultural Center
Playwrights Project
Prophet World Beat Productions
Reuben H. Fleet Science Center
San Diego Air & Space Museum
San Diego Archaeological Center
San Diego Art Institute
San Diego Automotive Museum
San Diego Ballet
San Diego Center for Jewish Culture
San Diego Children's Choir
San Diego Chinese Historical Society and Museum
San Diego Civic Youth Ballet
San Diego Early Music Society
San Diego Gay Men's Chorus
San Diego Guild of Puppetry, Inc.
San Diego History Center
San Diego Junior Theatre
San Diego Master Chorale
San Diego Model Railroad Museum
San Diego Museum Council
San Diego Museum of Art
San Diego Museum of Man
San Diego Natural History Museum
San Diego Opera Association

San Diego Repertory Theatre
San Diego Symphony Orchestra Association
San Diego Watercolor Society
San Diego Writers Ink
San Diego Young Artists Music Academy
San Diego Young Artists Symphony Orchestra
San Diego Youth Symphony and Conservatory
Save Our Heritage Organisation
Scripps Ranch Theatre
Spreckels Organ Society
The New Children's Museum
Veterans Memorial Center, Inc.
Westwind Brass
Women's History Museum and Educational Center
Young Audiences of San Diego

CREATIVE COMMUNITIES SAN DIEGO

Adams Avenue Business Association, Inc.
America's Finest City Dixieland Jazz Society
Asian Story Theater Incorporated
Bon Temps Social Club of San Diego
Cabrillo Festival, Inc.
College Area Economic Development Corporation
Hillcrest Business Improvement Association
Italian American Art and Culture Association of San Diego
Jacobs Center for Neighborhood Innovation
Justice Overcoming Boundaries (JOB) in San Diego County
Kalusugan Community Services
Kiwanis International Tierrasanta San Diego
Linda Vista Multi-Cultural Fair
Little Italy Association
North Park Organization of Businesses
NTC Foundation
Nu-Way Operation BHILD
Ocean Beach Merchants Association
Pacific Beach Community Development Corporation
Pacific Southwest Wildlife Arts, Inc.
Point Loma Association
Rancho de los Penasquitos Town Council
Rolando Community Council, Inc.
Salvation Army
San Diego Afterschool Strings Program
San Diego Armed Services YMCA
San Diego Asian Film Foundation
San Diego Audubon Society
San Diego Chinese Center
San Diego City College Foundation
San Diego Earth Day
San Diego Film Foundation
San Diego Shakespeare Society, Inc.
transcenDANCE Youth Arts Project
Villa Musica



Need **MORE?**

Find out how to partner with the arts at
www.partnershipmovement.org

Get involved with the San Diego Regional Art
and Culture Coalition at www.sdracc.org

See a complete list of arts and culture events at
www.sandiego.org/arts

Learn more about Commission at
www.vibrantcityvibrantculture.com

Images courtesy: The Timken Museum, Jacobs Center for Neighborhood Innovation/Jean Savage,
Reuben H. Fleet Science Center, Niki Charitable Art Foundation, San Diego Museum of Natural History,
La Jolla Music Society/Paul Brody. Design by Milton Yi.

Some data used for this report was provided by the Cultural Data Project, www.culturaldata.org.



MORE **BEAUTY**



MORE **AWE**



MORE **BANG**

MORE **ARTS AND CULTURE:**
PUTTING CREATIVITY
TO WORK IN SAN DIEGO

**The 2011 Economic and Community
Impact of 68 Nonprofit Arts and
Culture Organizations in San Diego**

FY 2011 VIBRANT CULTURE VIBRANT CITY



Nonprofit arts and culture organizations are an essential component of our lives.

The ability of arts and culture to transform not only individuals, but communities at large, is substantial. This annual report provides qualitative and quantitative evidence to demonstrate that San Diego's cultural nonprofits have a significant impact on our communities, businesses, families, visitors and our economy.

DID YOU KNOW?

ARTS AND CULTURE AS AN IMPORTANT CIVIC RESOURCE

A vibrant arts and culture community:

- Enhances our quality of life.
- Attracts visitors who stay longer and spend more.
- Creates jobs and helps attract and retain a skilled and creative workforce.
- Provides a competitive edge by attracting and retaining businesses, large and small.
- Enhances our diverse communities and revitalizes our neighborhoods.
- Builds opportunities for education for youth and lifelong learning.
- Contributes to building a regional cultural legacy.
- Helps generate civic engagement and community pride.

The nonprofit arts and culture organizations within the City of San Diego are an important sector of the region — providing significant **return on investment** by positively impacting our economic and community vitality. In 2011, 68 organizations in neighborhoods throughout the city received funding through the City of San Diego Commission for Arts and Culture's (Commission) Organizational Support Program (OSP) funded by the Transient Occupancy Tax (TOT). This funding enables these organizations to develop and implement some of the nation's most outstanding and innovative performances, exhibitions and educational programs.

MORE Arts and Culture as an Economic Engine

The nonprofit arts and culture organizations funded through the Commission’s OSP have an important impact on San Diego’s economy. These organizations stimulate the economy with over **\$170 million** in direct expenditures, including **\$98 million** in salaries and payment for expert services. In fact, the **68** OSP organizations constitute an important employment sector, supporting a workforce of nearly **6000**. The arts not only create jobs, they provide a competitive advantage in attracting new businesses of all sizes and a skilled workforce.

DID YOU KNOW?

Mayors across the nation understand the role the arts play in the economic revitalization of our cities. They cite the arts, humanities and museums as critical to the quality of life and livability of America’s cities.

– Mayor’s 10 Point Plan for a Strong America

MORE Time, Talent and Resources

1,120
Volunteer Board Members

11,600
Arts and Culture Volunteers

ADMISSIONS

PAID
2.7 million

FREE
3.65 million

TOTAL
6.4 million

DID YOU KNOW?

Almost all of the groups funded by the Commission have some tickets priced at \$10 or less – making arts and culture activities more affordable than many local sporting competitions, concerts and special events.

MORE Power to Leverage Money to the Region

TOT Funding to OSP Organizations

FUNDING
\$5.8 million

THE CITY’S RETURN ON INVESTMENT:

TOTAL EARNED REVENUE
\$107 million

TOTAL CONTRIBUTED REVENUE
\$95 million

MORE Jobs

Together, arts and culture organizations make purchases from thousands of vendors located in San Diego County. These vendors engage in businesses ranging from construction, architecture and design firms to caterers, florists and photographers. Spending by nonprofit arts and culture organizations helps sustain employment in other sectors and keeps our economy strong.

MORE Cultural Tourists – Arts and Culture as Visitor Attractions

Economic activity created by tourism and dollars coming into our local economy from outside the region also impact jobs and attract revenue. A strategic marketing partnership with the San Diego Convention and Visitors Bureau, provides a framework for linking the arts to tourism and drawing visitors to the region.

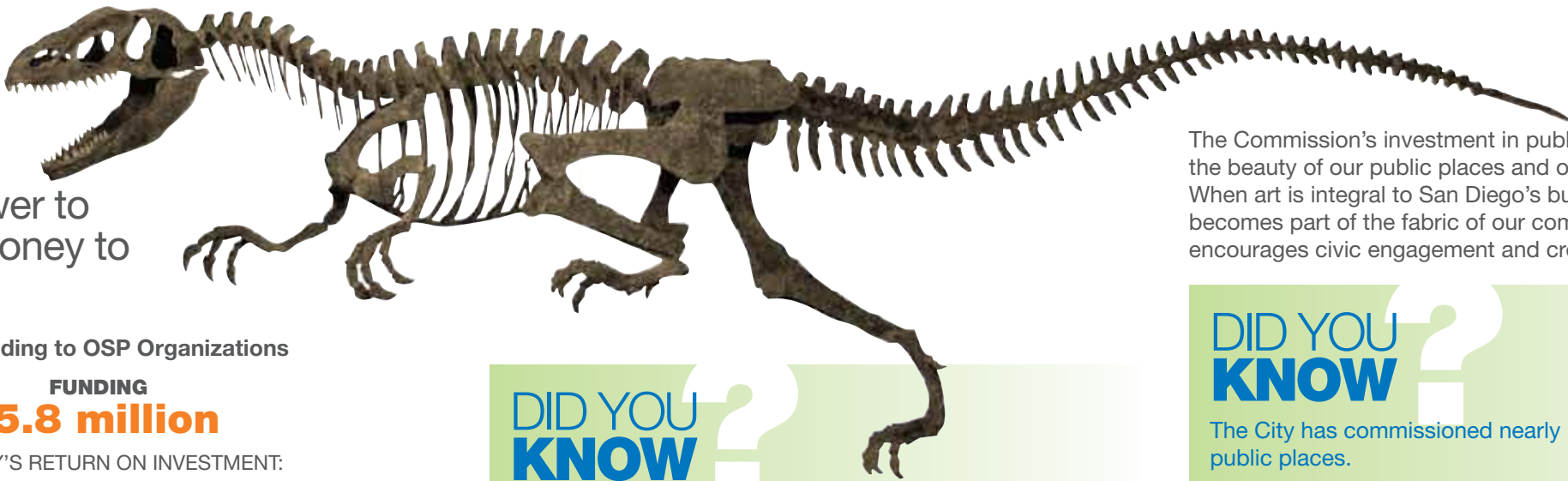
DID YOU KNOW?

San Diego has sent nearly 40 shows to Broadway and is home to two Tony Award-winning theaters?

According to the San Diego Visitor Profile Study conducted by CIC Research, tourists who participated in an arts and culture activity are those who are here for more days (3.8 vs 1.8 days for all visitors) and nearly 60% of these visitors use hotel accommodations. In addition, these visitors spend \$561 per trip as compared with the average tourist’s \$235.



San Diego’s neighborhoods celebrate their culture and diversity through special events, festivals, parades and community celebrations supported through the Commission’s Creative Communities San Diego program. Funding to these **35** community groups adds to a growing, vibrant cultural destination.



DID YOU KNOW?

Last year, over **2 million** visitors participated in arts and cultural events funded by the Commission and that doesn’t even include those who attended festivals supported by the Commission.

MORE Access and Participation

Arts and culture is especially important for our children. Education in the arts helps students communicate effectively, think more creatively and work collaboratively. The OSP funded organizations place education and access at the core of their missions and work to provide access to the community through school programs and outreach to libraries, community and senior centers – providing innovative, participatory and educational cultural experiences.

5,270
School & Community Group Visits

612,000
People Served

DID YOU KNOW?

Students with an arts rich education have better grade point averages, score better on standardized tests in reading and math and have lower dropout rates.

The Commission’s investment in public art helps ensure the beauty of our public places and our neighborhoods. When art is integral to San Diego’s built environment it becomes part of the fabric of our community and encourages civic engagement and creativity.

DID YOU KNOW?

The City has commissioned nearly 100 artworks for public places.

MORE Creative Industries – Business and Employment in the Arts

San Diego’s creative economy is one of the major strengths of our city and our region. Research conducted by Americans for the Arts offers another approach to understanding the scope and importance of the arts to our economy. The creative industries play an important role in building and sustaining economic vibrancy through the growth of arts-centric businesses.

These individuals and businesses range from museums, symphonies and theaters to film, architecture, design companies and even musical instrument manufacturing. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

The San Diego region is home to **4,631** arts-related businesses, both for profit and nonprofit, ranking **7th** among the top 10 largest US cities – ahead of Seattle, Phoenix, Denver and Philadelphia. These businesses employ over **22,500** people, ranking us **9th** overall in the country.

DID YOU KNOW?

Creativity is among the top applied skills sought by employers?

Business leaders say creativity is of high importance when hiring — 72% of companies that give to the arts recognize that it stimulates creative thinking, problem solving and team building.